SALES MANAGEMENT

2nd Sessional Examination

5th Semester 2021

DHSK Commerce College, Dibrugarh

Full Marks : 25

Time : 45minutes

1. Briefly describe the methods of Approaching and Objections Handling. 12

Or

Briefly discuss the meaning and significance of Sales Promotion. What are the factors which influence Sales Promotion.

1. What are the features of Personal Selling. Write about Sales Promotion plan for new product. 13

Or

What are the various factors influencing distribution channels ? Write about new role of marketing intermediaries.